



The proposed schedule:

- *Will have an unduplicated reach of 155,286 for RT-P25-54 or 93.8 for your target*
- *Will Reach 109,992 RT-P25-54 3 or more times or 66.4 for your target*
- *Will Achieve 463.7 Gross Rating Points or 771.3 Impressions(000)*
- *Will have an average frequency of 4.9*
- *Have an average Cost Per Point of \$32.42*
- *Have an average Cost Per Thousand of \$19.49*

All this for an investment of \$15035.00

Name: Michael German
Phone: 850-580-9506
email: mgerman@wtvl.tv



Montford

Book: November 2015

Proposal ID: 3886
 Schedule Date: 10/10/2016 - 11/8/2016
 Spot Length(s): :30
 Book: November 2015
 Author: Michael German

Acct. Exec: Michael German
 Phone #: 850-580-9506
 Email: mgerman@wtxl.tv

Agreements may be cancelled or revised with a two weeks written notice. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Flight Dates: 10/10/2016-11/8/2016

| Program Time | Spot Length | OC 10 | OC 17 | OC 24 | OC 31 | NO 7 | RT-P25-54 D.RTG RTG | W k s | Rate Spots |
|---------------------------|----------------|----------|----------|----------|----------|---------|---------------------------------|-------------|---------------|
| WTXL | | | | | | | | | |
| ABC 27 NEWS @ 5AM | :30 | 2 | 2 | 2 | 2 | 2 | 1.0 | 5 | \$10.00 |
| GRPs/Impressions | | | | | | | 10 | | 10 |
| CPP/CPM | | | | | | | \$10.00 | | |
| Mo-Fr 5:00a-5:30a | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| ABC 27 NEWS @ 530AM | :30 | 2 | 2 | 2 | 2 | 2 | 1.2 | 5 | \$15.00 |
| GRPs/Impressions | | | | | | | 12 | | 10 |
| CPP/CPM | | | | | | | \$12.50 | | |
| Mo-Fr 5:30a-6:00a | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| ABC 27 NEWS @ 6AM | :30 | 2 | 2 | 2 | 2 | 2 | 2.0 | 5 | \$40.00 |
| GRPs/Impressions | | | | | | | 20 | | 10 |
| CPP/CPM | | | | | | | \$20.00 | | |
| Mo-Fr 6:00a-6:30a | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| ABC 27 NEWS @ 630AM | :30 | 2 | 2 | 2 | 2 | 2 | 2.4 | 5 | \$40.00 |
| GRPs/Impressions | | | | | | | 24 | | 10 |
| CPP/CPM | | | | | | | \$16.67 | | |
| Mo-Fr 6:30a-7:00a | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| GOOD MORNING AMERICA | :30 | 3 | 3 | 3 | 3 | 2 | 2.8 | 5 | \$55.00 |
| GRPs/Impressions | | | | | | | 39.2 | | 14 |
| CPP/CPM | | | | | | | \$19.64 | | |
| Mo-Fr 7:00a-9:00a | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| LIVE WITH KELLY & MICHAEL | :30 | 3 | 3 | 3 | 3 | 2 | 1.9 | 5 | \$20.00 |
| GRPs/Impressions | | | | | | | 26.6 | | 14 |
| CPP/CPM | | | | | | | \$10.53 | | |
| Mo-Fr 9:00a-10:00a | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| MILLIONAIRE | :30 | 3 | 3 | 3 | 3 | 2 | 1.2 | 5 | \$15.00 |
| GRPs/Impressions | | | | | | | 16.8 | | 14 |
| CPP/CPM | | | | | | | \$12.50 | | |
| Mo-Fr 10:00a-11:00a | | | | | | | Run Dates: 9/14/2015-12/31/2036 | | |

Note: Asterisk (*) indicates manual adjustment of estimate.

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| Program Time | Spot Length | OC 10 | OC 17 | OC 24 | OC 31 | NO 7 | RT-P25-54 D.RTG RTG | W k s | Rate Spots |
|---------------------|----------------|----------|----------|----------|----------|---------|----------------------------------|-------------|---------------|
| WTXL | | | | | | | | | |
| THE VIEW | :30 | 3 | 3 | 3 | 3 | 2 | 1.2 | 5 | \$35.00 |
| GRPs/Impressions | | | | | | | 16.8 | | 14 |
| CPP/CPM | | | | | | | \$29.17 | | |
| Mo-Fr 11:00a-12:00p | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| ABC 27 NEWS 12P | :30 | 2 | 2 | 2 | 2 | 2 | 1.0 | 5 | \$15.00 |
| GRPs/Impressions | | | | | | | 10 | | 10 |
| CPP/CPM | | | | | | | \$15.00 | | |
| Mo-Fr 12:00p-12:30p | | | | | | | Run Dates: 1/1/2014-12/31/2036 | | |
| HOT BENCH 1ST RUN | :30 | 2 | 2 | 2 | 2 | 2 | 1.0 | 5 | \$15.00 |
| GRPs/Impressions | | | | | | | 10 | | 10 |
| CPP/CPM | | | | | | | \$15.00 | | |
| Mo-Fr 12:30p-1:00p | | | | | | | Run Dates: 9/15/2014-12/31/2036 | | |
| THE REAL | :30 | 2 | 2 | 2 | 2 | 1 | 0.9 | 5 | \$15.00 |
| GRPs/Impressions | | | | | | | 8.1 | | 9 |
| CPP/CPM | | | | | | | \$16.67 | | |
| Mo-Fr 3:00p-4:00p | | | | | | | Run Dates: 9/15/2014-12/31/2036 | | |
| HOT BENCH 2ND RUN | :30 | 2 | 2 | 2 | 2 | 1 | 1.4 | 5 | \$20.00 |
| GRPs/Impressions | | | | | | | 12.6 | | 9 |
| CPP/CPM | | | | | | | \$14.29 | | |
| Mo-Fr 4:00p-4:30p | | | | | | | Run Dates: 9/15/2014-12/31/2036 | | |
| JUDGE JUDY 2ND RUN | :30 | 4 | 2 | 2 | 2 | 1 | 1.8 | 5 | \$20.00 |
| GRPs/Impressions | | | | | | | 19.8 | | 11 |
| CPP/CPM | | | | | | | \$11.11 | | |
| Mo-Fr 4:30p-5:00p | | | | | | | Run Dates: 9/15/2014-12/31/2036 | | |
| ABC 27 NEWS @ 5 | :30 | 2 | 2 | 2 | 2 | 1 | 1.9 | 5 | \$40.00 |
| GRPs/Impressions | | | | | | | 17.1 | | 9 |
| CPP/CPM | | | | | | | \$21.05 | | |
| Mo-Fr 5:00p-5:30p | | | | | | | Run Dates: 12/16/2013-12/31/2036 | | |

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| Program Time | Spot Length | OC 10 | OC 17 | OC 24 | OC 31 | NO 7 | RT-P25-54 D.RTG RTG | W k s | Rate Spots |
|------------------------|-------------|-------|-------|-------|-------|------|----------------------------------|-------------|---------------|
| WTXL | | | | | | | | | |
| ABC 27 NEWS @ 5:30 | :30 | 2 | 2 | 2 | 2 | 1 | 2.0 | 5 | \$40.00 |
| GRPs/Impressions | | | | | | | 18 | | 9 |
| CPP/CPM | | | | | | | \$20.00 | | |
| Mo-Fr 5:30p-6:00p | | | | | | | Run Dates: 12/16/2013-12/31/2036 | | |
| ABC 27 NEWS @ 6:00 | :30 | 2 | 2 | 2 | 2 | 1 | 2.5 | 5 | \$55.00 |
| GRPs/Impressions | | | | | | | 22.5 | | 9 |
| CPP/CPM | | | | | | | \$22.00 | | |
| Mo-Fr 6:00p-6:30p | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| INSIDE EDITION | :30 | 2 | 2 | 2 | 2 | 1 | 2.8 | 5 | \$70.00 |
| GRPs/Impressions | | | | | | | 25.2 | | 9 |
| CPP/CPM | | | | | | | \$25.00 | | |
| Mo-Fr 7:00p-7:30p | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| JIMMY KIMMEL LIVE | :30 | 3 | 3 | 3 | 3 | 1 | 1.3 | 5 | \$15.00 |
| GRPs/Impressions | | | | | | | 16.9 | | 13 |
| CPP/CPM | | | | | | | \$11.54 | | |
| Mo-Fr 11:35p-12:37a | | | | | | | Run Dates: 9/19/2016-12/31/2036 | | |
| ABC 27 NEWS @ 11pm | :30 | 2 | 2 | 2 | 2 | 1 | 2.7 | 5 | \$40.00 |
| GRPs/Impressions | | | | | | | 24.3 | | 9 |
| CPP/CPM | | | | | | | \$14.81 | | |
| Mo-Su 11:00p-11:30p | | | | | | | Run Dates: 3/7/2013-12/31/2036 | | |
| Senatorial Debate | :30 | -- | 1 | -- | -- | -- | *4.6 | 1 | \$750.00 |
| GRPs/Impressions | | | | | | | 4.6 | | 1 |
| CPP/CPM | | | | | | | \$163.04 | | |
| Mon 7:00p-8:00p | | | | | | | Run Dates: 10/17/2016-10/17/2016 | | |
| DANCING WITH THE STARS | :30 | 1 | 1 | 1 | 1 | 1 | 4.6 | 5 | \$300.00 |
| GRPs/Impressions | | | | | | | 23 | | 5 |
| CPP/CPM | | | | | | | \$65.22 | | |
| Mon 8:00p-10:01p | | | | | | | Run Dates: 9/12/2016-12/31/2036 | | |

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Flight Dates: 10/10/2016-11/8/2016

| Program Time | Spot Length | RT-P25-54 | | | | | D.RTG | W k s | Rate Spots |
|-----------------------------|----------------|-----------|----------|----------|----------|---------|---------------------------------|-------------|---------------|
| | | OC 10 | OC 17 | OC 24 | OC 31 | NO 7 | RTG | | |
| WTXL | | | | | | | | | |
| GREY'S ANATOMY | :30 | -- | 1 | 1 | 1 | -- | *5.4 | 3 | \$500.00 |
| GRPs/Impressions | | | | | | | 16.2 | | 3 |
| CPP/CPM | | | | | | | \$92.59 | | |
| Thu 8:00p-9:00p | | | | | | | Run Dates: 9/22/2016-12/31/2036 | | |
| HOW TO GET AWAY WITH MURDER | :30 | -- | -- | -- | 1 | -- | *8.5 | 1 | \$1,100.00 |
| GRPs/Impressions | | | | | | | 8.5 | | 1 |
| CPP/CPM | | | | | | | \$129.41 | | |
| Thu 10:00p-11:00p | | | | | | | Run Dates: 9/22/2016-12/31/2036 | | |
| LAST MAN STANDING | :30 | 1 | 1 | 1 | 1 | -- | 3.1 | 4 | \$200.00 |
| GRPs/Impressions | | | | | | | 12.4 | | 4 |
| CPP/CPM | | | | | | | \$64.52 | | |
| Fri 8:00p-8:31p | | | | | | | Run Dates: 9/23/2016-12/31/2036 | | |
| 20/20 | :30 | -- | -- | -- | 1 | -- | 2.3 | 1 | \$350.00 |
| GRPs/Impressions | | | | | | | 2.3 | | 1 |
| CPP/CPM | | | | | | | \$152.17 | | |
| Fri 10:00p-11:00p | | | | | | | Run Dates: 6/17/2016-12/31/2036 | | |
| ABC PRIMETIME CFTBL | :30 | -- | 2 | 2 | 2 | -- | 7.8 | 3 | \$500.00 |
| GRPs/Impressions | | | | | | | 46.8 | | 6 |
| CPP/CPM | | | | | | | \$64.10 | | |
| Sat 8:00p-11:30p | | | | | | | Run Dates: 10/22/2016-11/6/2016 | | |
| WTXL Totals | | 47 | 49 | 48 | 50 | 30 | | | \$15,035.00 |
| | | | | | | | GRP/(000) | | Spts: 224 |
| | | | | | | | 463.7 | | |
| | | | | | | | CPP/CPM: | | |
| | | | | | | | \$32.42 | | |
| | | | | | | | Reach: | | |
| | | | | | | | 93.8 | | |
| | | | | | | | Frequency: | | |
| | | | | | | | 4.9 | | |

Total Cost: \$15,035.00

Signature

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